

AUG -9 1926 ✓

©CIL 23096 ✓

PADLOCKED ✓

Photoplay in 7 reels ✓

✓ From the story by Rex Beach ✓

✓ Directed by Allan Dwan ✓ Adaptation by Becky Gardiner and

Author of the photoplay (under section 62) James Shelley Hamilton ✓
Famous Players Lasky Corporation of U.S. ✓

AUG -9 1926

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

Padlocked 7 reels

Respectfully,

FULTON BRYLAWSKI.

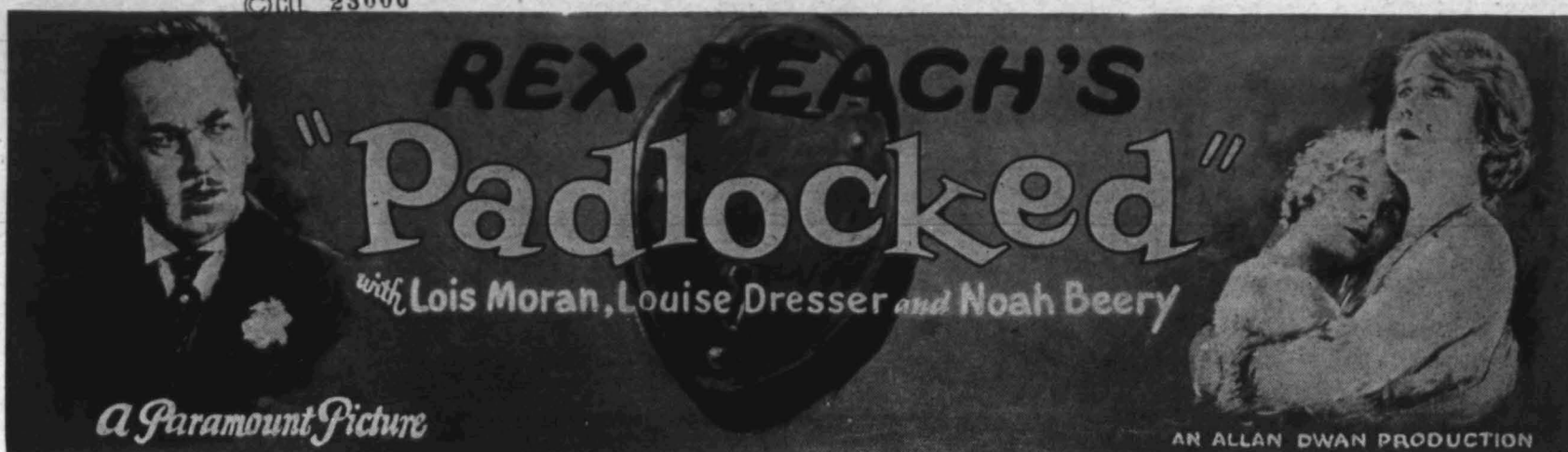
The Famous Players Lasky Corporation
hereby acknowledge the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Padlocked	8-9-26	©CIL 23006

The return of the above copies was requested by the said
Company, by its agent and attorney on the 9th day of
August 1926 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

AUG 10 1926

F. Brylawski
WJ



Special 3' x 10' Colored Banner AUG -9 1926

Flashing Human Drama of Modern Life and Morals

HIGHLIGHTS & BIG CAST

THE tremendous furore "Padlocked" has created as a Cosmopolitan Magazine serial is impressive proof that it is a story rich in human appeal, dramatic vigor, strength and realism.

In line with the newest craze, Lois Moran introduces two new dances that are certain to intrigue the fancy of the great majority of picture-goers: one is the "Charleston a la Tamale," an adaptation of the Charleston to the Spanish dance; the other is the "Charleston a la King," a combination of the Charleston and the classic ballet dance.

An amusing "kid party," at which all the young men and women appear in children's clothing, is one of the fascinating features of the film.

How New York millionaires amuse themselves is shown via a magnificent garden party at a fashionable Long Island estate. Forty of the most beautiful girls to be found in Hollywood appear in this sequence.

The atmosphere of Broadway night life is vividly reproduced with a series of flashy cabaret scenes.

For grim realism, there is a re-

scene that for sheer pathos and emotional appeal has seldom been equalled on the screen.

Cast

Edith Gilbert.....Lois Moran
Henry Gilbert.....Noah Beery
Mrs. Alcott.....Louise Dresser
Belle Galloway.....Helen Jerome Eddy
Norman Van Pelt.....Allan Simpson
Mrs. Gilbert.....Florence Turner
"Tubby" Clark.....Richard Arlen
Monte Hermann.....Charles Lane
"Sonny" Galloway.....Douglas Fairbanks, Jr.
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A New 'Ten Commandments'

A few months ago the newspapers broadcast the information that the Rev. William L. Stidger, pastor of the Linwood Methodist Church of Kansas City, had issued a new 'Ten Commandments' for the older folk to consider in their relation to modern youth. Inasmuch as the commandments exemplify the story of "Padlocked," we print them here for exhibitors to use in their exploitation:

1. Thou shall not condemn and criticize, but thou shall love and fraternize with youth.
2. Thou shall not stifle and shackle, but thou shall ennoble and inspire youth.
3. Thou shall not denounce and deny, but thou shall win and welcome youth.
4. Thou shall not scold, but thou shall stimulate youth.
5. Thou shall not crush the soul of youth by ridiculing his ambition, by quenching his enthusiasm, by suppressing his energy, by sneering at his dreams, simply because thou thyself have passed the period of dreaming.
6. Thou shall not attempt to bluff or bluster youth.
7. Thou shall not assume that youth is ignorant.
8. Thou shall not charge that youth is more wicked today than in other generations.
9. Thou shall not speak nega-

Film Version of Powerful Rex Beach Story Pictures the Clash Between Freedom-Loving Younger Generation and Repressed Older Generation

IN "Padlocked," Rex Beach, brilliant American author, has written a searching, dramatic story that is a sweeping revelation of this restless age—a flaming document of our times! With a series of intensely human and vividly compelling situations, he has built up a strong, closely knit plot that emphasizes with striking clarity and force the bitter conflict now raging between the older and younger generations. The central character is a lovely, high-spirited girl, who, driven from home by the soul-crushing bigotry of her narrow-minded father, plunges into the mad vortex of Broadway night life. Her inherent moral strength and indomitable courage carry her through dark days of hardship and temptation up to the crest of the wave of fortune. Smart society welcomes her with open arms; a romance with a scion of wealth develops. Then, suddenly, her father lashes out at her like an avenging demon. Money, reputation, admirers vanish. But from the depths to which she descends, emerges a glorious woman and a great love.

The following parallel character analysis of the old-fashioned father and his modern daughter accentuates the fundamental differences in temperament and viewpoint between the older generation and the younger generation:

FATHER

HONEST and sincere, but bigoted and intolerant

narrow-minded and Puritanical—a typical reformer, an unpaid moral policeman.

He represents the repressed purity of the older generation. He wants to legislate out of existence every form of human activity that doesn't happen to meet with the approval of his own fanatical point of view.

He considers the modern girl a flapper, a "jazz baby," whose dress is immodest, whose manners are disgraceful and whose conduct is shameless.

He believes dancing is an invention of the devil.

He tries to "padlock" his daughter's soul, stifle her ambitions, curb her innocent pleasures.

His slogan is "Don't."

His favorite expression is "No."

He is "Agin" everything that spells fun and freedom.

He is a sour pessimist, an apostle of gloom, the arch-enemy of laughter and youth.

DAUGHTER

NORMAL, modern-day American girl—sweet

wholesome, captivatingly pretty—a scintillating mixture of elfin wistfulness and girlish winsomeness.

She represents the clean freedom of the younger generation. She epitomizes the fire and zest and individuality of fascinating youth.

There is nothing of the flapper or "jazz baby" about her. She is merely gay, fun-thirsty, pleasure-loving. Her dress is a matter of style; her manners typical of this natural, unself-conscious age; her conduct an expression of the irrepressible spirit of the times. At heart, she is morally and spiritually sound.

She considers her flair for dancing a God-given talent.

She is ambitious for a career, eager for romance, yearning for love.

Her slogan is "I can."

Her favorite expression is "I'll try."

She is an avowed optimist, an apostle of good cheer, forever looking at life through the rose-colored glasses of youth and pep.

ALLAN DWAN has translated "Padlocked" to the screen with the painstaking craftsmanship and directorial deftness that has made him one of the outstanding producers in the business. The picture is just as stunning pictorially as it is stirring emotionally. There are magnificent scenes that show the dazzle and luxury of high society life—glamorous scenes that picture the glitter and tinsel of Broadway night life—and in startling contrast to these, pathetic scenes that reveal the dullness and drabness of a cheap theatrical boarding house as well as the tragic and hopeless atmosphere of a reformatory for girls. The uniformly fine performances of the hand-picked cast contribute in no small measure to the moving appeal and relentless realism of the photoplay. Lois Moran—wide of eye, slim of form and elfin in every movement—brings both charm and talent to the part of the ultra-modern daughter. Noah Beery gives an impressive performance as the smug, Puritanical father and Louise Dresser

FILM FACTS & SYNOPSIS

DIRECTOR

ALLAN DWAN, who has established himself in the picture business with such substantial successes as "Robin Hood," "Zaza," "Manhandled" and many others.

AUTHOR

Rex Beach, one of America's most popular writers of fiction, and an author whose name really means something at the box office. "Padlocked" appeared serially in the Cosmopolitan Magazine. It is coming out soon as a novel and will also be dramatized as a play.

FEATURED PLAYERS

A trio of film favorites—Lois Moran, Louise Dresser and Noah Beery—who contribute three brilliant performances.

SCENARISTS

Becky Gardiner and James Shelley Hamilton.

TYPE OF STORY

A timely, swift-moving, intensely dramatic story with its locale in New York and the surrounding

country. The old-fashioned father, his narrow-mindedness wrecks his daughter.

CAMERA MAN

James Howe photographed it.

FOOTAGE

Seven reels—6,700 feet.

SYNOPSIS

Edith Gilbert is the pretty and talented daughter of Henry Gilbert, a wealthy, Puritanical and bigoted reformer, whose chief aide in his repressive reforms is a designing spinster, Belle Galloway. When her father's narrow-mindedness finally leads to her mother's tragic death, the girl runs away from home to seek her fortune on Broadway.

Through the kind offices of her theatrical boarding house roommate, Edith gets a job as dancer in a smart cabaret. Here she attracts the attention of Monte Hermann, millionaire man-about-town. At the same time, Norman Van Pelt, a youthful society chap, falls genuinely in love with her.

At Hermann's instigation, Mrs. Alcott, a society woman with an unsavory past, takes Edith under her protective wing. It is she who warns Van Pelt that he is poaching on Hermann's preserves. Despite Edith's vehement denials of his base suspicions, the youth, in disgust, leaves for Europe to try and forget her.

Back home, Gilbert has married Belle Galloway. Shocked to learn his daughter is a cabaret dancer, he and his new wife go to New York to force Edith to return home. She refuses, and Gilbert has her committed to a reformatory for incorrigible girls. After a stay in the Home that crushes her mentally and physically, Edith is paroled in the custody of Mrs. Alcott, through Hermann's influence.

In the meantime, Gilbert discovers that his second wife is nothing but a scheming hypocrite. He is glad to pay her handsomely to get rid of her. Now at last he realizes the wrong he has done his daughter, and he seeks Edith out to devote the rest of his life to her in an effort

A Paramount Picture

with Lois Moran, Louise Dresser and Noah Beery

AN ALLAN DWAN PRODUCTION

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6. Thou shall not attempt to bluff or bluster youth.
7. Thou shall not assume that youth is ignorant.
8. Thou shall not charge that youth is more wicked today than in other generations.
9. Thou shall not speak negatives and negations at all hours unto youth.
10. And verily, thou shall remember that all youth is not flaming youth.

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In the meantime, Gilbert discovers that his second wife is nothing but a scheming hypocrite. He is glad to pay her handsomely to get rid of her. Now at last he realizes the wrong he has done his daughter, and he seeks Edith out to devote the rest of his life to her in an effort to atone for his past treatment. They go abroad, and the story ends with Van Pelt's arrival and the happy reunion of the young lovers.

Advance Stories, Exploitation and Reviews

"Padlocked" to Have Premiere At the Rialto

Lois Moran, Louise Dresser and Noah Beery Featured in New Rex Beach Tale

ONE of the most promising of the new crop of photoplays to be shown locally next week is "Padlocked," Paramount's powerful drama of contemporary American life, which makes its debut at the Rialto Theatre next Sunday.

This screen play not only boasts the authorship of Rex Beach, one of America's most gifted writers of fiction, but the flawless direction of Allan Dwan and the meritorious acting of Lois Moran, Louise Dresser and Noah Beery—three factors that make it well worth seeing.

Another strong point in the picture's favor is the unusual array of talent Director Dwan has assembled to support the featured players. Florence Turner, one of filmdom's old favorites, has returned after several years of retirement, to play the sympathetic role of the mother. Helen Jerome Eddy, admittedly one of the screen's outstanding character actresses, is ideally cast as a woman reformer. Allan Simpson, famous as the Arrow Collar model, has the hero part of the youthful society millionaire. Others in the impressive cast include Charles Lane, Douglas Fairbanks, Jr. and Richard Arlen.

The story originally appeared in the Cosmopolitan Magazine as a serial and created nation-wide interest, because it was recognized as faithfully mirroring modern life and morals. Its theme deals with the conflict between the strong individualism of our growing youth and the narrow conventionalism of the older folk.

The action centers around a typical family, the father of which is a stern, Puritanical reformer, whose wife is a dissipated and irresponsible woman. His wife's accident results in the death of their daughter.

His daughter grows up and becomes a fashionable cabaret patroness. The wealthy society set. Dramatic complications pile up with startling rapidity, but eventually love and happiness triumph.

Allan Dwan's "Padlocked" Coming Sunday to Rialto

To those of the older generation, who view with alarm the terrifying manners and morals of the younger generation, we heartily recommend a visit to the Rialto next Sunday when Allan Dwan's new Paramount drama, "Padlocked," begins its local run.

For this honest portrayal of a modern American family reveals the fact that lack of sympathy and understanding on the part of parents is driving the youth of our country to the jazz life.

"Padlocked" is a picturization of the widely read Cosmopolitan Magazine story by Rex Beach. It was adapted by Becky Gardiner and James Shelley Hamilton, and features an imposing cast, headed by Lois Moran, Louise Dresser and Noah Beery. Florence Turner, Helen Jerome Eddy, Allan Simpson, Charles Lane and Douglas Fairbanks, Jr. are among the important supporting players.

The central character in the story is a lovely, high-spirited girl, who rebels against her father's narrow-minded attitude and efforts to stifle her natural ambitions, and runs away from home to seek a career on Broadway. As a cabaret dancer, she attracts the attention of the millionaire society set and becomes involved in a love triangle. An unexpected crisis develops when her father demands that she return home, and the subsequent events are charged with suspense and emotional appeal.

The entire production has been lavishly set, brightly and attractively.

PUTTING IT OVER RIGHT

NEXT to Prohibition, there is no subject today that is more of a burning issue than the problem of modern youth. On all sides this topic is being discussed, argued, debated and fought over. Newspapers are writing editorials about it; ministers are thundering it from the pulpits; business men are agitating it in the office, parents are worrying over it at home—in short, it looms outstandingly large in the public consciousness. Exhibitors now have the opportunity of cashing in on this feverish interest.

SPECIAL SHOWING

If at all possible, hold a special showing of the film a week or so in advance of your actual playdate, to which you should invite prominent ministers, educators, public officials, officers of Parents and Teachers Associations, etc.

Tie up with book stores selling the Rex Beach novel.

LETTER CONTEST

Create advance interest in the picture by running a contest (under the auspices of the local newspaper, if possible), offering money prizes and free theatre tickets for the best letters on the subject. "Should Modern Youth Be Padlocked?"

This town will soon be

"Padlocked"

Teaser Mat ITA

Use the special door-knob hangers furnished on this picture. See illustration on page 8. Also herald and roto sheets.

STREET STUNT

Secure or have made an immense key, such as is presented to visiting dignitaries as the "key to the city." Hire a man to walk about the streets in some fantastic costume carrying this key with a sign on his back reading:

Your Key to a Good Time "PADLOCKED" A Paramount Picture Rialto — Now!

GIRLS — you who don't know what it means to be

"Padlocked"

from enjoyment — will pity me in my sorry plight

Lois Moran

Teaser Mat ITB

BIG NATIONAL TIE-UP

Paramount's exploitation department has arranged a big national tie-up with the manufacturers of YALE LOCKS (Yale & Towne, Stamford, Conn.) Lose no time in tying up with your local dealers. They have been provided with special window cards, newspaper mats, etc. all publicizing the picture as well as the locks. You can use the following stunts in connection with this tie-up or independently of it:

(a) Have a chest containing a prize in the lobby, padlocked. Distribute keys around town bearing tags announcing that whoever has the key to the chest gets the prize. To make it more interesting, you might have three different sized chests, standing on top of each other, each containing a different prize and graded in value according to the size of the chests.

(b) If you have a rod or bar of some kind, holding as many padlocks as you desire to give prizes.

(c) Cut-out cardboard keys can be made bearing announcement and serially numbered, lucky numbers to receive prizes.

TITLE TEASER CONTEST

For nine days preceding regular advertising, run series of teaser contest ads along following lines. You can decide for yourself just how many passes to give away. Run the key words in some such order as this:

1. PEA
2. AYE
3. OH
4. DEE
5. SEE
6. KAY
7. DEE
8. ELL
9. E

Here is the ad:

WIN A FREE TICKET TO THE RIALTO

IT'S EASY—TRY IT!

The word printed below represents one letter in a 9 letter word which happens to be the title of a new Paramount picture opening at the Rialto (date). Every day for 8 days more another word will appear in this space representing a letter, until all 9 have appeared. When you have clipped them all, figure out the name of the picture, paste the coupons together on a sheet of paper in proper sequence, and mail or bring same to the Rialto. The first (insert number) that are received and that are correct will receive free tickets to see the picture which features Lois Moran, Noah Beery and Louise Dresser.

Here's the First One!

P E A

Cut It Out and Get Tomorrow's!

Modern Family Clash Portrayed In "Padlocked"

Dwan Film Presents Timely Theme With Broadway and Society Backgrounds

REALISTICALLY picturing the clash between the old and the new generation, "Padlocked," Allan Dwan's latest Paramount production, opened at the Rialto Theatre last night and captured a first night audience with the vitality and dramatic vigor of its story, the charm and human appeal of its characters, and the glamor and luxury of its atmosphere and backgrounds.

The picture, aside from its excellent entertainment qualities, is a moving and powerful plea for tolerance and sympathetic understanding on the part of the older folk in their relation to modern youth.

Readers of the Cosmopolitan Magazine will recall the story by Rex Beach which appeared serially some months ago. It is a story of what is happening today in thousands of homes where parents and children look at life from different points of view. Edith Gilbert is a shining example of the modern, freedom-loving American girl, who resents her narrow-minded father's efforts to "padlock" her soul, stifle her ambitions and repress her innocent pleasures.

When his intolerance finally leads to her mother's accidental death, the girl runs away from home to become a cabaret dancer in New York. Her exciting adventures amidst the gay night life of Broadway and the millionaire society atmosphere of Long Island is vividly and brilliantly portrayed. The manner in which the elder Gilbert is brought to a startling realization of his injustice to his daughter, their subsequent reunion and the girl's romance with a young scion of wealth bring the picture to a stirring climax and a happy ending.

Lois Moran, who jumped into the limelight via "Stella Dallas," gives a memorable performance as the daughter.

Her father, Noah Beery, handles the exacting role of the bigoted father in his usually deft fashion; and Louise Dresser adds to her laurels with her effective delineation of a woman with a past.

(Review No. 2)

That all modern youth is not flaming youth, and that parents should be their children's best friends and not their severest critics are the inevitable conclusions one reaches after viewing "Padlocked" at the Rialto Theatre.

This celluloid version of Rex Beach's absorbing Cosmopolitan Magazine serial hits the bull's-eye of entertainment because it appeals to the eye, the heart and the mind. Allan Dwan, the director, has given the picture an extravagant mounting that makes it pictorially attractive. Moreover, he has succeeded in keeping the story keyed to a high dramatic tempo throughout, so that the interest is sustained right up to the final fadeout. In this he has been ably assisted by Becky Gardiner and James Shelley Hamilton, scenarists, who have contributed a smooth and logical continuity.

"Padlocked" is a story of paternal repression and its effect on a spirited young girl of today. Lois Moran, the wistful heroine of "Stella Dallas," gives an inspired performance as the modern daughter, who braves the dangers and temptations of Broadway night life in pursuit of a dancing career. Noah Beery, as the old-fashioned father, whose zealous reform efforts drive his daughter from home, scores a distinct personal triumph in a very difficult role. Louise Dresser, the third featured member, brings both sincerity and convincingness to her part of a society woman with a past. Helen Jerome Eddy, Allan Simp-

At the Rialto

Lois Moran, Louise Dresser
and Noah Beery Featured
in New Rex Beach Tale

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Another strong point in the picture's favor is the unusual array of talent Director Dwan has assembled to support the featured players. Florence Turner, one of filmdom's old favorites, has returned after several years of retirement, to play the sympathetic role of the mother. Helen Jerome Eddy, admittedly one of the screen's outstanding character actresses, is ideally cast as a woman reformer. Allan Simpson, famous as the Arrow Collar model, has the hero part of the youthful society millionaire. Others in the impressive cast include Charles Lane, Douglas Fairbanks, Jr. and Richard Arlen.

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The action centers around a typical family, the father of which is a stern, Puritanical reformer, whose wife is a dissipated and irresponsible woman. His wife's accidental death leaves him with a daughter to whom he is devoted.

His daughter grows up and becomes a fashionable cabaret dancer. The wealthy society set. Dramatic complications pile up with startling rapidity, but eventually love and happiness triumph.

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For this honest portrayal of a modern American family reveals the fact that lack of sympathy and understanding on the part of parents is driving the youth of our country to the jazz life.

"Padlocked" is a picturization of the widely read Cosmopolitan Magazine story by Rex Beach. It was adapted by Becky Gardiner and James Shelley Hamilton, and features an imposing cast, headed by Lois Moran, Louise Dresser and Noah Beery. Florence Turner, Helen Jerome Eddy, Allan Simpson, Charles Lane and Douglas Fairbanks, Jr. are among the important supporting players.

The central character in the story is a lovely, high-spirited girl, who rebels against her father's narrow-minded attitude and efforts to stifle her natural ambitions, and runs away from home to seek a career on Broadway. As a cabaret dancer, she attracts the attention of the millionaire society set and becomes involved in a love triangle. An unexpected crisis develops when her father demands that she return home, and the subsequent events are charged with suspense and emotional appeal.

The entire production has been lavishly set, brightly and fittingly costumed, and under Mr. Dwan's direction very colorfully and smoothly produced.

OVER RIGHT

NEXT to Prohibition, there is no subject today that is more of a burning issue than the problem of modern youth. On all sides this topic is being discussed, argued, debated and fought over. Newspapers are writing editorials about it; ministers are thundering it from the pulpits; business men are agitating it in the office, parents are worrying over it at home—in short, it looms outstandingly large in the public consciousness. Exhibitors now have the opportunity of cashing in on this feverish interest.

SPECIAL SHOWING

If at all possible, hold a special showing of the film a week or so in advance of your actual playdate, to which you should invite prominent ministers, educators, public officials, officers of Parents and Teachers Associations, etc.

Tie up with book stores selling the Rex Beach novel.

LETTER CONTEST

Create advance interest in the picture by running a contest (under the auspices of the local newspaper, if possible), offering money prizes and free theatre tickets for the best letters on the subject. "Should Modern Youth Be Padlocked?"

This town
will soon be

Padlocked

Teaser Mat 1TA

Use the special door-knob hangers furnished on this picture. See illustration on page 8. Also herald and roto sheets.

STREET STUNT

Secure or have made an immense key, such as is presented to visiting dignitaries as the "key to the city." Hire a man to walk about the streets in some fantastic costume carrying this key with a sign on his back reading:

Your Key to
a Good Time
"PADLOCKED"
A Paramount Picture
Rialto — Now!

you who
don't know
what it
means to be

Padlocked

from enjoy-
ment — will
pity me in
my sorry
plight

Lois Moran

Teaser Mat 1TB

BIG NATIONAL TIE-UP

Paramount's exploitation department has arranged a big national tie-up with the manufacturers of YALE LOCKS (Yale & Towne, Stamford, Conn.) Lose no time in tying up with your local dealers. They have been provided with special window cards, newspaper mats, etc. all publicizing the picture as well as the locks. You can use the following stunts in connection with this tie-up or independently of it:

(a) Have a chest containing a prize in the lobby, padlocked. Distribute keys around town bearing tags announcing that whoever has the key to the chest gets the prize. To make it more interesting, you might have three different sized chests, standing on top of each other, each containing a different prize and graded in value according to the size of the chests.

(b) If you do not have a chest to put up a rod or bar of some kind, holding as many padlocks as you desire to give prizes.

(c) Cut-out cardboard keys can be made bearing announcement and serially numbered, lucky numbers to receive prizes.

TITLE TEASER CONTEST

For nine days preceding regular advertising, run series of teaser contest ads along following lines. You can decide for yourself just how many passes to give away. Run the key words in some such order as this:

1. PEA
2. AYE
3. OH
4. DEE
5. SEE
6. KAY
7. DEE
8. 'ELL
9. E

Here is the ad:

WIN A FREE TICKET TO THE RIALTO

IT'S EASY—TRY IT!

The word printed below represents one letter in a 9 letter word which happens to be the title of a new Paramount picture opening at the Rialto (date). Every day for 8 days more another word will appear in this space representing a letter, until all 9 have appeared. When you have clipped them all, figure out the name of the picture, paste the coupons together on a sheet of paper in proper sequence, and mail or bring same to the Rialto. The first (insert number) that are received and that are correct will receive free tickets to see the picture which features Lois Moran, Noah Beery and Louise Dresser.

Here's the
First One!

P E A

Cut It Out and
Get Tomorrow's!

First of a Series of Nine Teaser Ads

In "Padlocked"

Dwan Film Presents Timely
Theme With Broadway and
Society Backgrounds

REALISTICALLY picturing the clash between the old and the new generation, "Padlocked," Allan Dwan's latest Paramount production, opened at the Rialto Theatre last night and captured a first night audience with the vitality and dramatic vigor of its story, the charm and human appeal of its characters, and the glamor and luxury of its atmosphere and backgrounds.

The picture, aside from its excellent entertainment qualities, is a moving and powerful plea for tolerance and sympathetic understanding on the part of the older folk in their relation to modern youth.

Readers of the Cosmopolitan Magazine will recall the story by Rex Beach which appeared serially some months ago. It is a story of what is happening today in thousands of homes where parents and children look at life from different points of view. Edith Gilbert is a shining example of the modern, freedom-loving American girl, who resents her narrow-minded father's efforts to "padlock" her soul, stifle her ambitions and repress her innocent pleasures.

When his intolerance finally leads to her mother's accidental death, the girl runs away from home to become a cabaret dancer in New York. Her exciting adventures amidst the gay night life of Broadway and the millionaire society atmosphere of Long Island is vividly and brilliantly portrayed. The manner in which the elder Gilbert is brought to a startling realization of his injustice to his daughter, their subsequent reunion and the girl's romance with a young seion of wealth bring the picture to a stirring climax and a happy ending.

Lois Moran, who jumped into the limelight via "Stella Dallas," gives a memorable performance as the daughter, Stella Dallas.

Her daughter, Stella Dallas, handles the exacting role of the bigoted father in his usually deft fashion; and Louise Dresser adds to her laurels with her effective delineation of a woman with a past.

(Review No. 2)

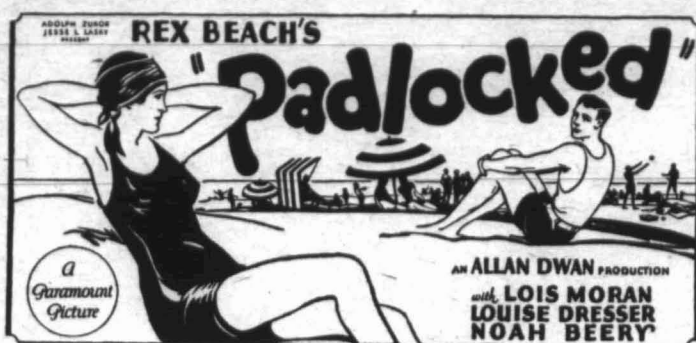
That all modern youth is not flaming youth, and that parents should be their children's best friends and not their severest critics are the inevitable conclusions one reaches after viewing "Padlocked" at the Rialto Theatre.

This celluloid version of Rex Beach's absorbing Cosmopolitan Magazine serial hits the bull's-eye of entertainment because it appeals to the eye, the heart and the mind. Allan Dwan, the director, has given the picture an extravagant mounting that makes it pictorially attractive. Moreover, he has succeeded in keeping the story keyed to a high dramatic tempo throughout, so that the interest is sustained right up to the final fadeout. In this he has been ably assisted by Becky Gardiner and James Shelley Hamilton, scenarists, who have contributed a smooth and logical continuity.

"Padlocked" is a story of paternal repression and its effect on a spirited young girl of today. Lois Moran, the wistful heroine of "Stella Dallas," gives an inspired performance as the modern daughter, who braves the dangers and temptations of Broadway night life in pursuit of a dancing career. Noah Beery, as the old-fashioned father, whose zealous reform efforts drive his daughter from home, scores a distinct personal triumph in a very difficult role. Louise Dresser, the third featured member, brings both sincerity and convincingness to her part of a society woman with a past.

Helen Jerome Eddy, Allan Simpson, Florence Turner and Charles Lane are among the supporting players who acquit themselves with distinction.

Unlock the Door to Bigger Profits With Ads

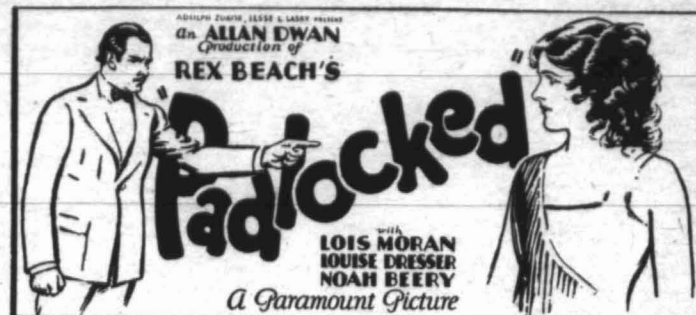


R
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A STRONG, dramatic story of a beautiful, high-spirited girl of today whose soul is victorious over the narrow workings of her father's mind and the evil influence of Broadway theatrical life.

Adapted by Becky Gardiner
and James Shelley Hamilton

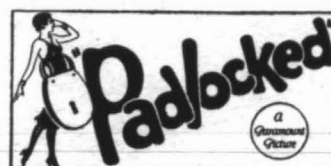
Two-column Supplementary Press Ad 2AS



Two-column Supplementary Press Ad 2ASX



Mighty Advertising Mites



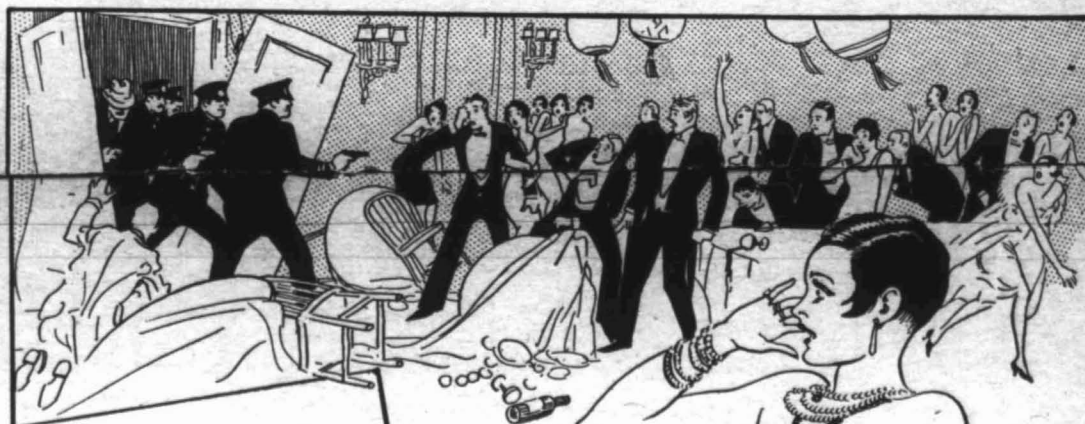
Midget Cut 1MA



Midget Cut 1MB

Don't forget to mention
numbers when ordering!

Flaming Modern Document!



WHAT a sweeping revelation of this restless age!—An exciting, dramatic expose of today's morals—Of a girl—and of the Broadway theatrical and night life environment in which she struggles from the depths to a glorious victory.

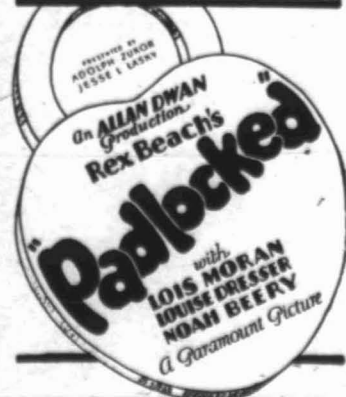
Rex Beach's
Padlocked

A
Paramount
Picture

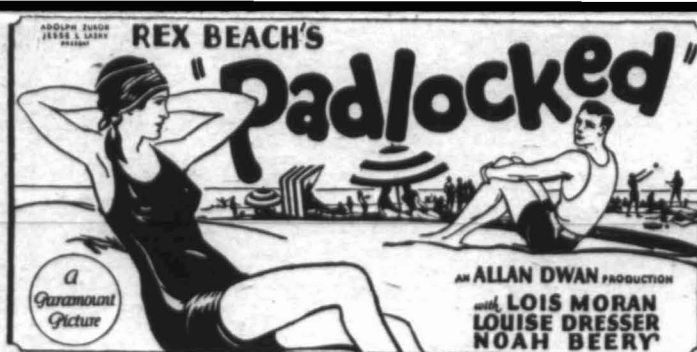
An
ALLAN DWAN
Production
with
LOIS MORAN
LOUISE DRESSER
NOAH BEERY

PRESENTED BY
MORAN AND JESSE L. LASKY

Timely!



PADLOCKED" from the harmless pleasures of life, she rebels against a

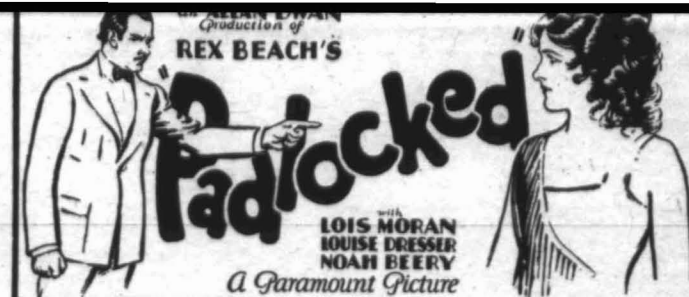


R
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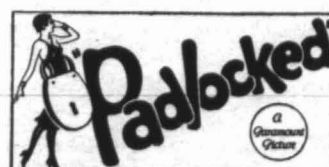
Two-column Supplementary Press Ad 2AS



Two-column Supplementary Press Ad 2ASX



Mighty Advertising Mites



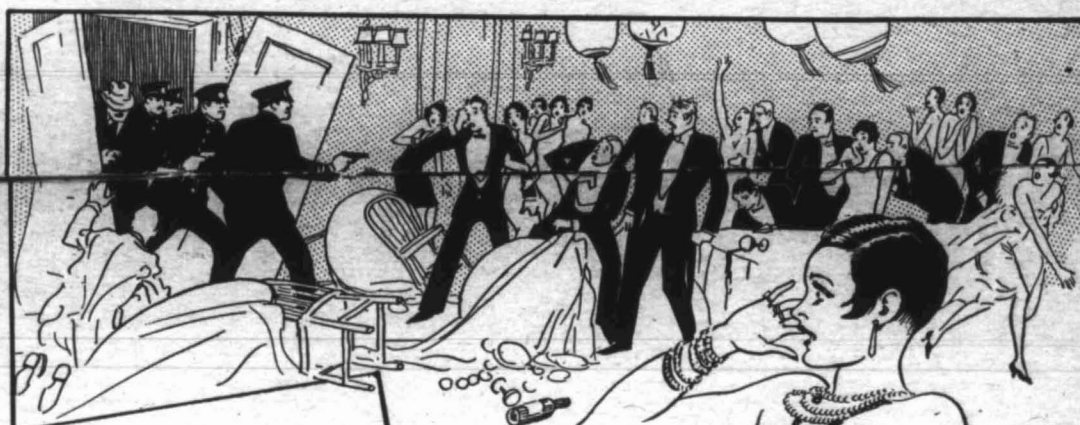
Midget Cut 1MA



Midget Cut 1MB

Don't forget to mention
numbers when ordering!

Flaming Modern Document!



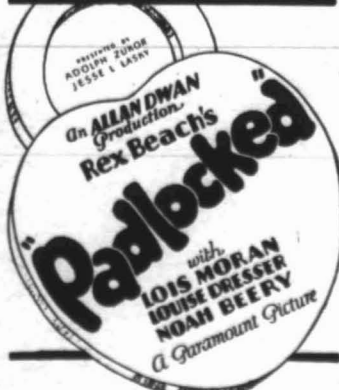
WHAT a sweeping revelation of this restless age!—An exciting, dramatic expose of today's morals—Of a girl—and of the Broadway theatrical and night life environment in which she struggles from the depths to a glorious victory.

Rex Beach's
"Padlocked"

An
ALLAN DWAN
Production
with
LOIS MORAN
LOUISE DRESSER
NOAH BEERY
PRESENTED BY
ADOLPH ZUKOR AND JESSE L. LASKY

A
Paramount
Picture

Timely!



PADLOCKED" from the harmless pleasures of life, she rebels against a bigoted father—and!

One-column Press Ad 1AX

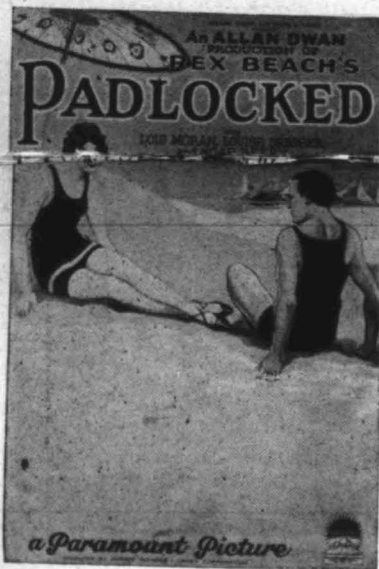
Three-column Newspaper Advertisement 3A



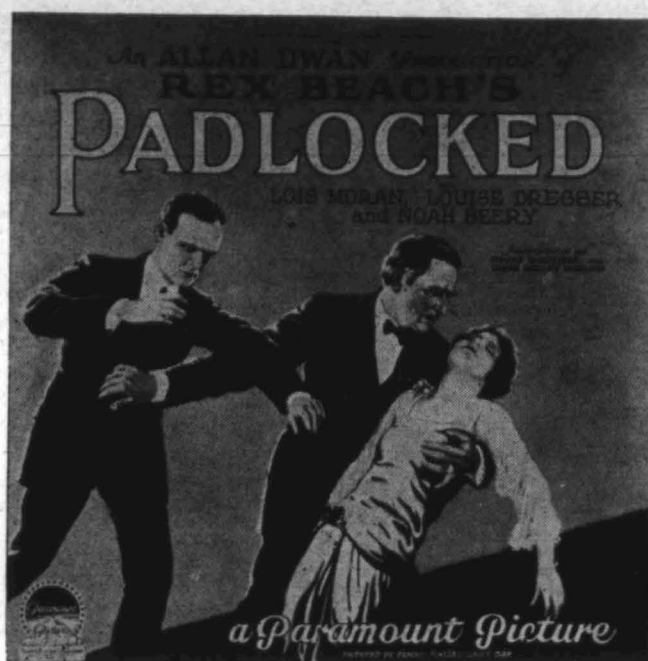
Three-Sheet Poster 3A

NEW!

Note generous space for theatre imprinting on 3-sheet A and 1-sheet A. Paramount leads again!

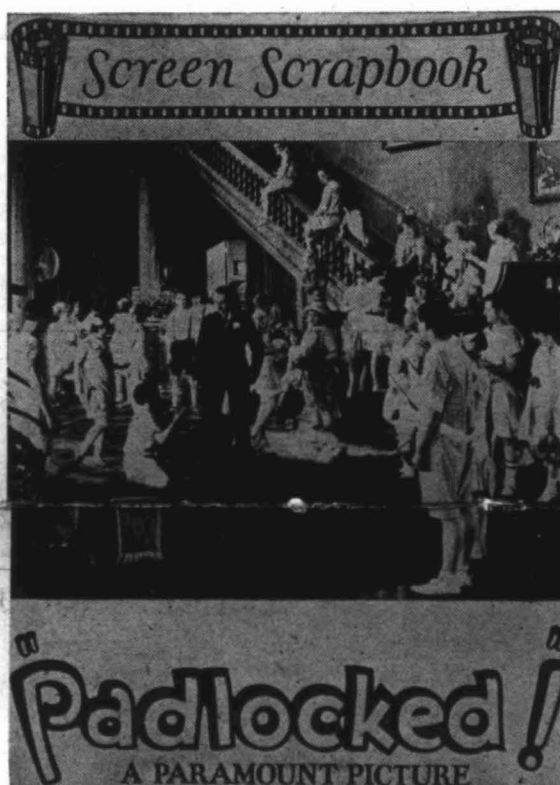


One-Sheet Poster 1A



Six-Sheet Poster 6A

ROTO



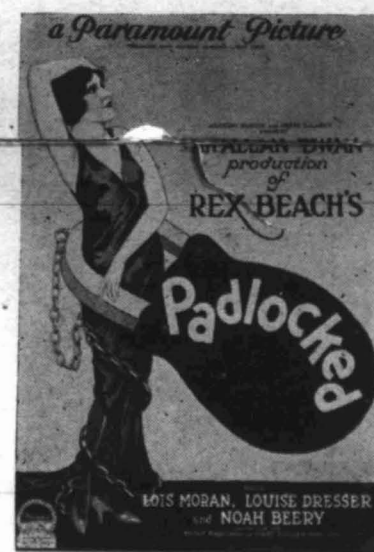
Ask your ad sales manager about the tie-up possibilities afforded on back page of rotogravure magazines. They more than pay for themselves. \$7.50 per thousand.



Three-Sheet Poster 3B

FLASH!

The banner on the first page is a real flash. Try it over your lobby entrance and watch 'em stop!



One-Sheet Poster 1B

Poster



Insert Card

Color

Price List

NOTE:—Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

FOR OUTDOOR ADVERTISING—POSTERS

One Sheet (1A and 1B).....	.15
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.90
Twenty-four Sheet (24A).....	2.40
Colored Banner, 8' x 10'.....	2.00

PHOTOS FOR YOUR LOBBY

22 x 28 (Colored).....	.40
11 x 14 Set of Eight (Colored).....	.75

FOR NEWSPAPER ADS—ADVERTISING CUTS

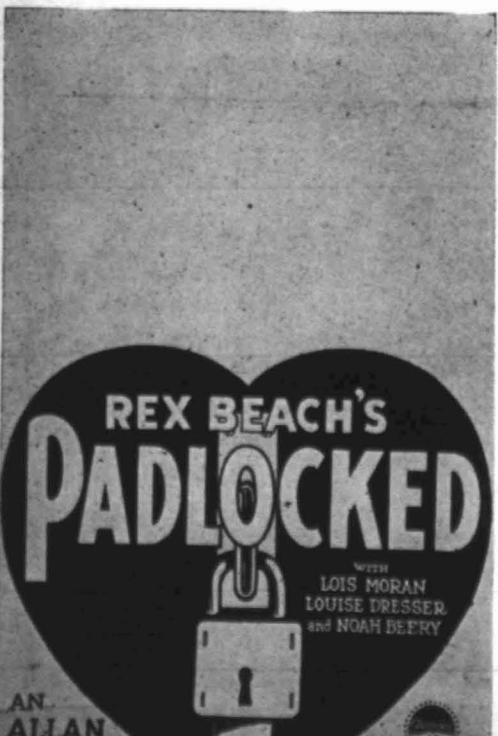
One Column.....	.35
Two Column.....	.65
Supplementary (two column).....	.25
Midgets (each).....	.15

MATS, ADVERTISING, PRODUCTION, ETC.

One Column.....	.05
Two Column.....	.10
Two Column Supplementary.....	.10
Three Column.....	.15
Four Column (Adv. Only).....	.25

FOR GENERAL EXPLOITATION

Gilt-Edged Frames (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 Gilt Frames.....	1.50
Combination Lobby Frames.....	2.00
Cardboard Frames for Stills.....	.15
Miniature Photos.....	1.00



sters

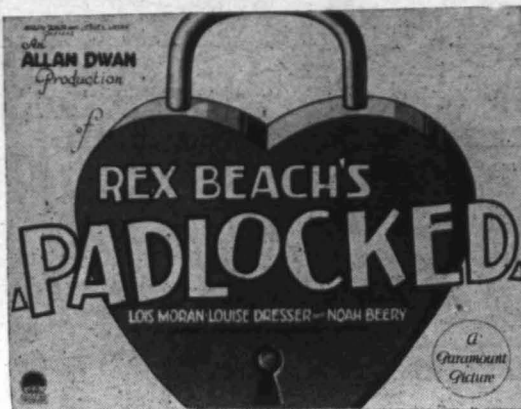
OW

ALLAN DWAN Production
REX BEACH'S
PADLOCKED
LOIS MORAN LOUISE DRESSER
and NOAH BEERY



Insert Card

olor!



Only 75c for
this set of flashy
lobby photos!



SET OF EIGHT COLORED LOBBY CARDS—EACH 11" x 14"



Announcement Slide

TWO TRAILERS

You can get both a Service and
DeLuxe Trailer on "Padlocked"
from:

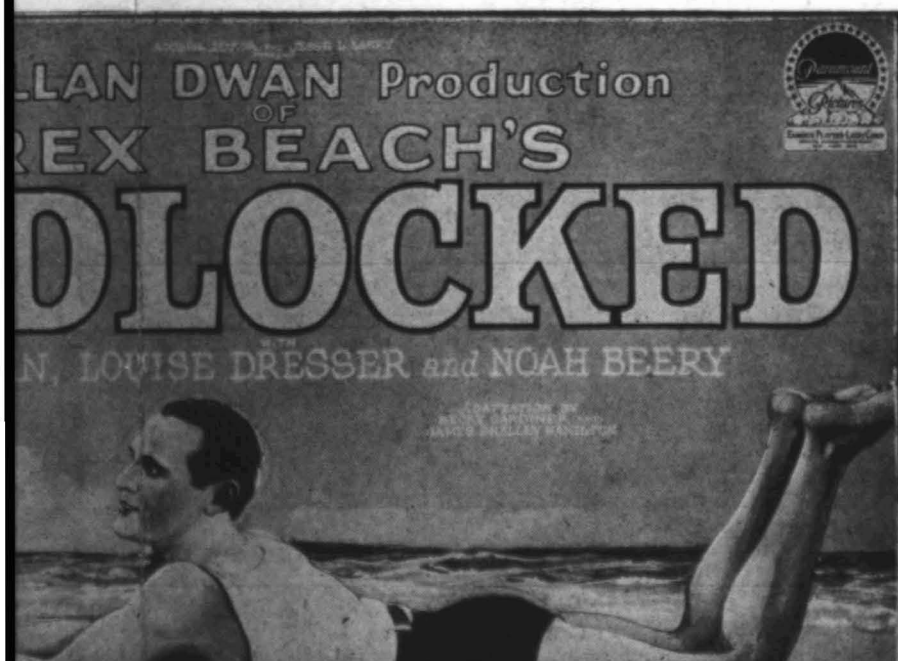
NATIONAL SCREEN SERVICE.

Branch Offices:

126 W. 46th Street, N. Y. C.
845 So. Wabash Ave., Chicago.
1922 So. Vermont Ave., Los
Angeles, Cal.



Colored Lobby Card (22" x 28")



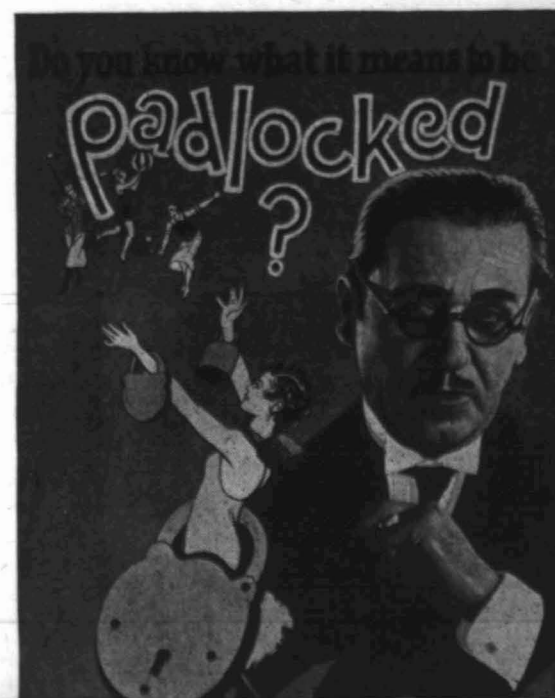
HERALD COVER

To the right is the cover
of the four-page herald on
"Padlocked."

Done in red and blue,
it's real attractive and will
help fill seats.

Ample space on the
back page for theatre
name, play-dates and
other features.

The size is 3½" x 5".

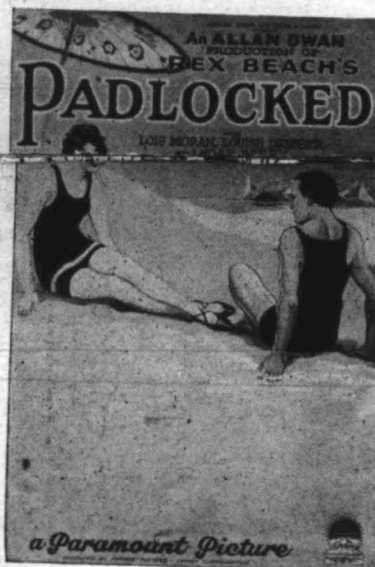




Three-Sheet Poster 3A

NEW!

Note generous space for theatre imprinting on 3-sheet A and 1-sheet A. Paramount leads again!

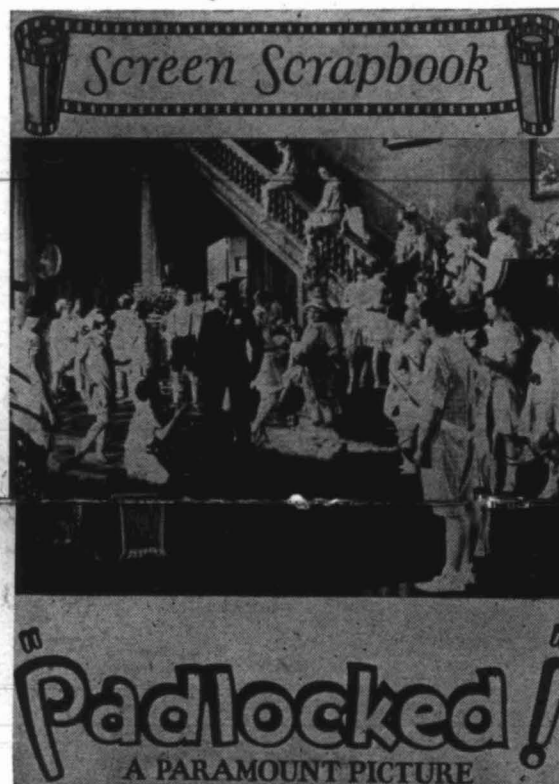


One-Sheet Poster 1A



Six-Sheet Poster 6A

ROTO



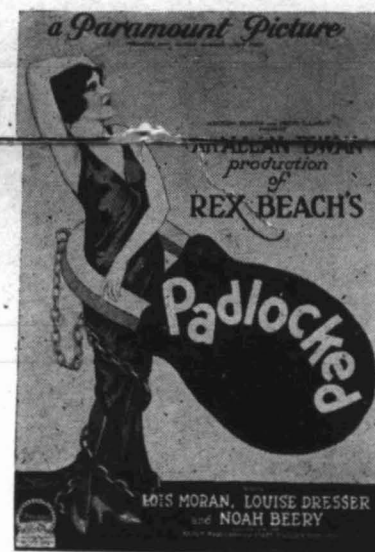
Ask your ad sales manager about the tie-up possibilities afforded on back page of rotogravure magazines. They more than pay for themselves. \$7.50 per thousand.



Three-Sheet Poster 3B

FLASH!

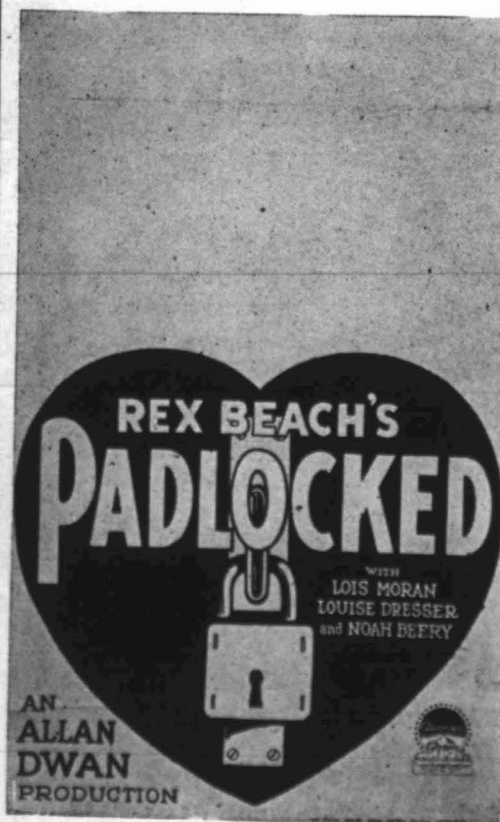
The banner on the first page is a real flash. Try it over your lobby entrance and watch 'em stop!



One-Sheet Poster 1B



Insert Card



Colored Window Card

Price List

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One Sheet (1A and 1B).....	.15
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Colored Banner, 3' x 10'.....	2.00

PHOTOS FOR YOUR LOBBY

22 x 28 (Colored).....	.40
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FOR NEWSPAPER ADS—ADVERTISING CUTS

One Column.....	.35
Two Column.....	.65
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Midgets (each).....	.15

MATS, ADVERTISING, PRODUCTION, ETC.

One Column.....	.05
Two Column.....	.10
Two Column Supplementary.....	.10
Three Column.....	.15
Four Column (Adv. Only).....	.25

FOR GENERAL EXPLOITATION

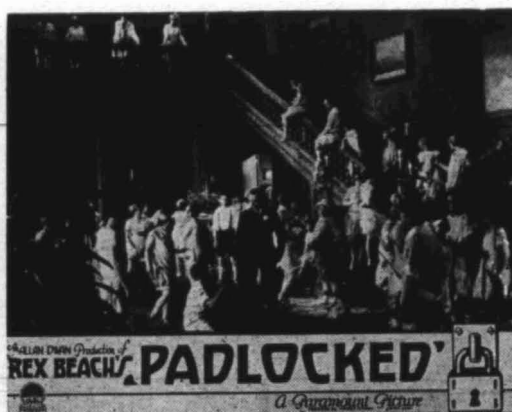
Gilt-Edged Frames (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 Gilt Frames.....	1.50
Combination Lobby Frames.....	2.00
Cardboard Frames for Stills.....	.15
Miniature Photos, per 1,000.....	5.00
Herald, per thousand.....	3.00
Rotogravure Magazine, per 1000.....	7.50
Door-knob Hangers, per 1,000.....	3.00
Window Card.....	.07
Announcement Slide.....	.15
Publicity Photos.....	.10



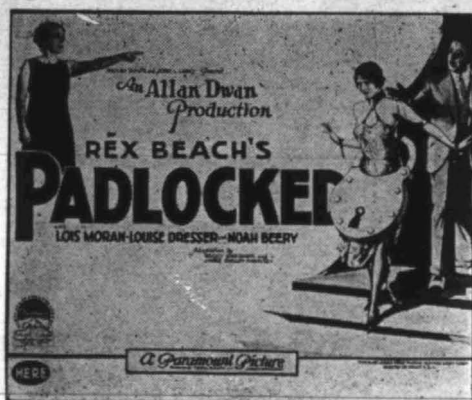
Twenty-four Sheet Poster 24A



*Only 75c for
this set of flashy
lobby photos!*



SET OF EIGHT COLORED LOBBY CARDS—EACH 11" x 14"



Announcement Slide

TWO TRAILERS

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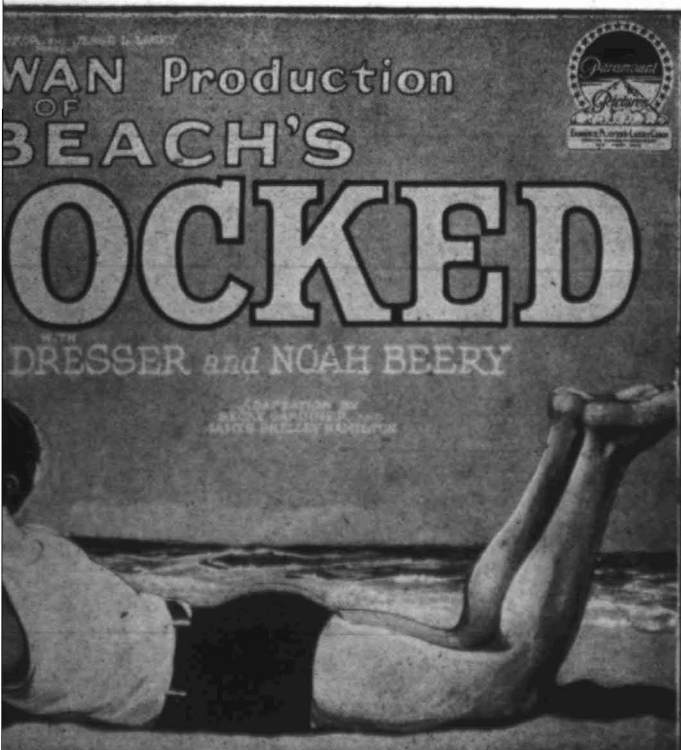
NATIONAL SCREEN SERVICE.

Branch Offices:

126 W. 46th Street, N. Y. C.
845 So. Wabash Ave., Chicago.
1922 So. Vermont Ave., Los Angeles, Cal.



Colored Lobby Card (22" x 28")



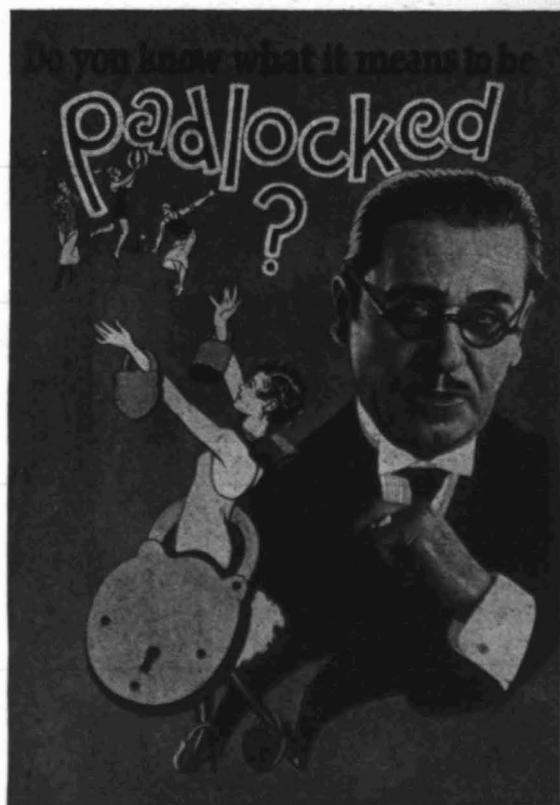
HERALD COVER

To the right is the cover of the four-page herald on "Padlocked."

Done in red and blue, it's real attractive and will help fill seats.

Ample space on the back page for theatre name, play-dates and other features.

The size is 3½" x 5".
And the price is but \$3.00 a thousand!



Publicity—An Easy Way to Reach the Public

Love-Locked



LOIS MORAN AND LOUISE DRESSER
IN "PADLOCKED"
A PARAMOUNT PICTURE
Production Mat IPA

Picked Beauties Glorify Garden Party on Screen

"Get me the forty prettiest girls in Hollywood for the garden party in 'Padlocked'."

This was the order given the casting department at the Paramount studio by Allan Dwan, the director. How well the casting department functioned may be gathered from the fact that the forty were finally picked from a select list of 400.

An elaborate garden party at a magnificent Long Island home of a New York millionaire is one of the features of the picture. This spacious garden setting is part of a vast

includes a dining room and several anterooms. There are two immense Gothic fireplaces, and the entire set is decorated with rare old Belgian tapestries. The latter form the most beautiful drapes ever used in motion pictures, and because of their value were guarded day and night by six watchmen.

"Padlocked" is based on the Rex Beach story which appeared serially in the Cosmopolitan Magazine a few months ago. It is a strong drama of modern life, picturing the bitter clash between the older generation and the younger generation.

Lois Moran, Louise Dresser and Noah Beery head a powerful cast of competent players. The picture is now playing at the Rialto.

Absent-Minded Actor Is Matrimonial Candidate

Friends of Richard Arlen, youthful Paramount actor, who has one of the supporting roles in "Padlocked," have decided that he needs a wife. And thereby hangs a tale!

Arlen, who is a very young bachelor, has always lived in apartments or clubs. Recently he decided that "home life" was the only thing, so he rented a house in Hollywood. To celebrate his new quarters, he invited Allan Simpson and Noah Beery, companion players in "Padlocked," and Allan Dwan, the director, to a quiet little dinner, which Frank, his versatile Chinese valet and cook, had specially prepared.

When the guests headed by their host arrived they found the house lighted by candles.

"Why the candles? Why not electric lights?" asked Arlen.

"Old Chinese custom," said Frank with a bow. "Velly artistic."

So that was that. They ate the dinner, which was excellent. After dinner, Arlen went over and tried to turn on the light, but it wouldn't turn.

"Don't work velly well," said Frank in great agitation. "Tomol-

Beery a "Bad Good Man" In New Character Role

Noah Beery has often played the part of a "good bad man," but "Padlocked," the new Allan Dwan drama now showing at the Rialto Theatre, is the first picture in which he has appeared as a "bad good man."



Noah Beery
Paramount

The popular Paramount actor portrays a sincere but narrow-minded reformer who attempts to "padlock" the life of his spirited and ambitious daughter. His is a role of sympathy but not of understanding, yet Beery has succeeded in so humanizing the character that audiences will be more likely to pity than to condemn him.

"There really isn't much difference between a good bad man and a bad good man," said Beery, when asked to compare the two types of characterizations. "One's clothes, occupation and position in life are different, but at heart they are the same kind of person."

"Padlocked" was adapted from the powerful story by Rex Beach. Lois Moran, the sensational screen find, and Louise Dresser, famous character actress, share featured honors with Beery.

Parents Responsible for Jazz Life, Avers Director

Both the narrow-minded Puritanical and the cigarette-smoking, gin-drinking members of the younger generation come in for a sound spanking in Allan Dwan's production of "Padlocked," based on the absorbing story by Rex Beach.

"Both classes are equally open to criticism," declares Dwan. "Whenever you see the boys and girls leading the jazz life, you can set it right down as the fault of their parents. There is a woeful lack of sympathetic understanding and tolerance in family life of today."

"Padlocked" features a trio of popular favorites—Lois Moran, Louise Dresser and Noah Beery.

Lois Moran Hailed As New Screen Sensation

Brilliant Future Predicted for Youthful Actress; Has Lead in "Padlocked"

LOIS MORAN, the 17-year-old screen sensation, who has the principal feminine role in "Padlocked," now showing at the Rialto Theatre, is destined to attain the very pinnacle of film fame in the opinion of Allan Dwan, who directed the photoplay.

Speaking of this elfin little actress, whose meteoric rise in pictures has been one of the chief topics of conversation in film circles during the past few months, the noted Paramount director emphasized the fact that she possesses every quality for screen success.

"She has perfect photographic features, a wealth of feminine charm and, above all, a fresh, vivid personality whose wistful appeal is irresistible," said Dwan.

It was Samuel Goldwyn who discovered Miss Moran in Paris and brought her to America to play one of the leading roles in "Stella Dallas." She scored a great personal triumph in that production and followed it up with equally distinctive performances in "Just Suppose" and "The Reckless Lady." "Padlocked" marks her fourth screen appearance in America.

Originally Miss Moran comes from Pittsburg, where she finished grade school at the age of twelve. Her mother took her abroad for further study, and at fourteen she passed the American Board college entrance examinations. Feeling that she was too young to enter college, Mrs. Moran permitted Lois to take up dancing. Her ability won her a position in the Opera National ballet in Paris. Later she attracted the attention of Trefilova, premiere danseuse of the Russian ballet, under whose supervision she completed her dancing training.



LOIS MORAN IN
THE PARAMOUNT PICTURE
"PADLOCKED"

Production Mat IPB

Chinese Cameraman Films Vivid Drama, "Padlocked"

The pictorially beautiful photographic effects in "Padlocked," Allan Dwan's latest Paramount production, now holding forth on the Rialto screen, were obtained by a Chinaman.

His name is James Howe, and he is the only Chinese cameraman in Hollywood. Howe, who is, incidentally, an American-born citizen, is noted for his wonderful eye for color, a heritage from the Orient. Every color even when photographed in black and white leaves a peculiar and distinct shade. Howe, who has photographed many of film's biggest successes, obtains his beautiful effects through contrast lighting and a wizard-like knowledge of his camera.

He is noted among cinematographers in the industry for obtaining better effects from "low lighting"—that is, from less light volume—than any other man in his line.

"Padlocked" is a picturization of the Rex Beach story of the same name. Lois Moran, Louise Dresser and Noah Beery are the trio of featured players.

These Three Add to Realism of New Drama



Love-Locked



LOIS MORAN AND LOUISE DRESSER
IN "PADLOCKED"
A PARAMOUNT PICTURE
Production Mat 1PA

Picked Beauties Glorify Garden Party on Screen

"Get me the forty prettiest girls in Hollywood for the garden party in 'Padlocked'."

This was the order given the casting department at the Paramount studio by Allan Dwan, the director. How well the casting department functioned may be gathered from the fact that the forty were finally picked from a select list of 400.

An elaborate garden party at a magnificent Long Island home of a New York millionaire is one of the features of the picture. This spacious garden setting is part of a vast

... dining room and several anterooms. There are two immense Gothic fireplaces, and the entire set is decorated with rare old Belgian tapestries. The latter form the most beautiful drapes ever used in motion pictures, and because of their value were guarded day and night by six watchmen.

"Padlocked" is based on the Rex Beach story which appeared serially in the Cosmopolitan Magazine a few months ago. It is a strong drama of modern life, picturing the bitter clash between the older generation and the younger generation.

Lois Moran, Louise Dresser and Noah Beery head a powerful cast of competent players. The picture is now playing at the Rialto.

Absent-Minded Actor Is Matrimonial Candidate

Friends of Richard Arlen, youthful Paramount actor, who has one of the supporting roles in "Padlocked," have decided that he needs a wife. And thereby hangs a tale!

Arlen, who is a very young bachelor, has always lived in apartments or clubs. Recently he decided that "home life" was the only thing, so he rented a house in Hollywood. To celebrate his new quarters, he invited Allan Simpson and Noah Beery, companion players in "Padlocked," and Allan Dwan, the director, to a quiet little dinner, which Frank, his versatile Chinese valet and cook, had specially prepared.

When the guests headed by their host arrived they found the house lighted by candles.

"Why the candles? Why not electric lights?" asked Arlen.

"Old Chinese custom," said Frank with a bow. "Velly artistic."

So that was that. They ate the dinner, which was excellent. After dinner, Arlen went over and tried to turn on the light, but it wouldn't turn.

"Don't work velly well," said Frank in great agitation. "Tomolow all light."

"Gee," burst out Arlen suddenly. "I guess I forgot to have the electricity turned on!"

The story soon got around Hollywood, and it is the consensus of opinion that "Dick Arlen needs a wife to take care of him."

Beery a 'Bad Good Man' In New Character Role

Noah Beery has often played the part of a "good bad man," but "Padlocked," the new Allan Dwan drama now showing at the Rialto Theatre, is the first picture in which he has appeared as a "bad good man."



Noah Beery
Paramount

The popular Paramount actor portrays a sincere but narrow-minded reformer who attempts to "padlock" the life of his spirited and ambitious daughter. His is a role of sympathy but not of understanding, yet Beery has succeeded in so humanizing the character that audiences will be more likely to pity than to condemn him.

"There really isn't much difference between a good bad man and a bad good man," said Beery, when asked to compare the two types of characterizations. "One's clothes, occupation and position in life are different, but at heart they are the same kind of person."

"Padlocked" was adapted from the powerful story by Rex Beach. Lois Moran, the sensational screen find, and Louise Dresser, famous character actress, share featured honors with Beery.

Parents Responsible for Jazz Life, Avers Director

Both the narrow-minded Puritanical members of the older generation and the cigarette-smoking, gin-drinking members of the younger generation come in for a sound spanking in Allan Dwan's production of "Padlocked," based on the absorbing story by Rex Beach.

Both classes are equally open to criticism," declares Dwan. "Whenever you see the boys and girls leading the jazz life, you can set it right down as the fault of their parents. There is a woeful lack of sympathetic understanding and tolerance in family life of today."

"Padlocked" features a trio of popular favorites — Lois Moran, Louise Dresser and Noah Beery.

New Screen Sensation

Brilliant Future Predicted for Youthful Actress; Has Lead in "Padlocked"

LOIS MORAN, the 17-year-old screen sensation, who has the principal feminine role in "Padlocked," now showing at the Rialto Theatre, is destined to attain the very pinnacle of film fame in the opinion of Allan Dwan, who directed the photoplay.

Speaking of this elfin little actress, whose meteoric rise in pictures has been one of the chief topics of conversation in film circles during the past few months, the noted Paramount director emphasized the fact that she possesses every quality for screen success.

"She has perfect photographic features, a wealth of feminine charm and, above all, a fresh, vivid personality whose wistful appeal is irresistible," said Dwan.

It was Samuel Goldwyn who discovered Miss Moran in Paris and brought her to America to play one of the leading roles in "Stella Dallas." She scored a great personal triumph in that production and followed it up with equally distinctive performances in "Just Suppose" and "The Reckless Lady." "Padlocked" marks her fourth screen appearance in America.

Originally Miss Moran comes from Pittsburgh, where she finished grade school at the age of twelve. Her mother took her abroad for further study, and at fourteen she passed the American Board college entrance examinations. Feeling that she was

too young to enter college, Mrs. Moran permitted Lois to take up dancing. Her ability won her a position in the Opera National ballet in Paris. Later she attracted the attention of Treflova, premiere danseuse of the Russian ballet, under whose supervision she completed her dancing training.



LOIS MORAN IN
THE PARAMOUNT PICTURE
"PADLOCKED"

Production Mat 1PB

Chinese Cameraman Films Vivid Drama, "Padlocked"

The pictorially beautiful photographic effects in "Padlocked," Allan Dwan's latest Paramount production, now holding forth on the Rialto screen, were obtained by a Chinaman.

His name is James Howe, and he is the only Chinese cameraman in Hollywood. Howe, who is, incidentally, an American-born citizen, is noted for his wonderful eye for color, a heritage from the Orient. Every color even when photographed in black and white leaves a peculiar and distinct shade. Howe, who has photographed many of filmland's biggest successes, obtains his beautiful effects through contrast lighting and a wizard-like knowledge of his camera.

He is noted among cinematographers in the industry for obtaining better effects from "low lighting"—that is, from less light volume—than any other man in his line.

"Padlocked" is a picturization of the Rex Beach story of the same name. Lois Moran, Louise Dresser and Noah Beery are the trio of featured players.

These Three Add to Realism of New Drama



LOUISE DRESSER, LOIS MORAN AND NOAH BEERY IN A SCENE FROM THE
PARAMOUNT PICTURE "PADLOCKED" AN ALLAN DWAN PRODUCTION

Three-column Production Mat 3P

Publicity is Merely Box Office Insurance

Dwan Started In Movies as Electrician

Noted Director Was College Professor Before He Got Film Job 20 Years Ago

ALLAN DWAN, famed Paramount director, whose new screen opus, "Padlocked," opens at the Rialto Theatre next Sunday, is living proof of the fallacy of the statement that higher education is marked by its absence in the movies.

Dwan is an ex-college professor. Twenty years ago when the films were really in their infancy, he was busily engaged instructing the students of Massachusetts Institute of Technology, better known as "Boston Tech," in the principles of higher mathematics and the mysteries of physics.

However, like many another professor who deals in dry facts and figures by day, Dwan had a yearning for romance in his hours away from the classroom. He was convinced that he was destined to write the great American play, and he refused to be discouraged when the producers, without exception, told him his plays were rotten. One producer, in sheer desperation, did put on one of his plays. It ran three nights!

When Dwan learned in 1906 that as much as \$25 was being paid for a scenario, he decided to get in on the easy money. He hurried to the old Essanay studio in Chicago and got a job—as electrician! But the ambition to be an author was not to be stifled, and he finally wrote a scenario which was accepted. While it was being picturized, the director had an argument with one of the executives and was fired on the spot. Because he was the only one who knew anything about the story, Dwan was made a director and told to finish the picture. It was successful, and he has been directing ever since.

All in all, Dwan figures he has directed about 643 pictures, of which "Padlocked" is the latest. The picture is based on the Cosmopolitan Magazine serial by Rex Beach. Lois Moran, Louise Dresser and Noah Beery are the featured players.

Director Combs Cabarets in Hunt for Tough Extras

A desire for realistic "atmosphere" sent Allan Dwan, noted director, into the underworld dance halls and cabarets of Hollywood a few months back during the filming of "Padlocked," his latest Paramount picture, adapted from the story by Rex Beach.

Dwan needed thirty girls for a reformatory scene which is one of the dramatic features of the film. They had to look tough and act tough. Of the 5000 extra girls registered with the casting office, only twelve were found whom Dwan considered satisfactory. To obtain the rest, the director decided to make the rounds of the cheap dives. Accompanied by two casting experts from the Paramount studio, he visited several of the "honkytonks" and mingled with the crowds.

"Do you want to work in the movies?" he asked each girl.

"Run along, big boy," replied one of them. "I've been kidded by experts."

"But I'm a director," protested Dwan.

"Yeh? Well I'm Pola Negri, and my boy friend here is the Prince of Wales," mocked the girl.

"Me a movie star?" said another. "So's your old man."

But one by one the various girls were convinced the offer of a job in pictures at \$7.50 per day was genuine. As a result of the "raid" eighteen girls from the dance halls were on hand when the studio opened next morning. And thus was the reformatory scene "shot."

Modern Youth Triumphant!



LOIS MORAN AND ALLAN SIMPSON IN THE ALLAN DWAN PRODUCTION 'PADLOCKED' A PARAMOUNT PICTURE

Two-column Production Mat 2P

A tremendous story of human love and human blindness, of the clean freedom of the modern generation clashing with the repressed purity of the older generation, is Allan Dwan's production of "Padlocked," which opened last night at the Rialto.

This brilliant picturization of the Cosmopolitan Magazine serial by Rex Beach also has the virtue of being perfectly cast. Charming little Lois Moran has the lead—that of a typi-

cal American girl—and her work rises to heights that even top her splendid performance in "Stella Dallas."

Noah Beery gives a good account of himself in the role of the sincere but narrow-minded father, whose reforms ruin his own home and who is eventually duped by one of his own kind. Louise Dresser is effective as the society woman with a past. Allan Simpson makes an appealing hero and Helen Jerome Eddy acquits herself with distinction in the part of the insincere woman reformer.

"Bright Light" Romance!



Charlestoning Of Lois Moran Film Sensation

Talented Little Heroine of "Padlocked" Evolves Two New Dance Specialties

CHARLESTON fans will probably turn out in full force for the premiere of Allan Dwan's new Paramount picture, "Padlocked," scheduled for next Sunday at the Rialto Theatre. For the word has gone out that Lois Moran, the charming little actress who has the featured lead in this modern American drama, dances two new Charleston specialties that are certain to "catch on" with the public.

The first dance is called the "Charleston a la Tamale." It was evolved by Miss Moran in collaboration with Ernest Belcher, popularly known as "the dancemaster of the movies." As the name suggests, it is an adaptation of the Charleston to the Spanish dance, and is in reality a modified Charleston from the hips down and a graceful Spanish dance from the hips up.

The second new dance is the "Charleston a la King." It was imported by Miss Moran direct from Paris, where it is all the rage among professional dancers in the Montmartre and at fashionable soirees. It is danced in an ostrich feather costume that is delightfully intriguing. The movement of the feet is typically Charleston, but the sway of the body and the movement of the arms and head are taken from the classic ballet, danced in the courtly days of old France.

Allan Dwan is the first director to take advantage of Lois Moran's ability as a fancy dancer. When Samuel Goldwyn discovered her abroad she was one of the premiere dancers of the ballet of the Opera National in Paris.

In "Padlocked" she plays a typical American girl of today whose ambition to develop her talents is stifled by her

row-minded father. Noah Beery is cast as the Puritanical parent and Louise Dresser is the third featured member in the powerful role of a society woman with a past.

Psychoanalysis Reaches Screen Via "Padlocked"

The movies are becoming high-brow!

As witness the fact that psychoanalysis, a six-syllable word the meaning of which is known only to scientists, cross-word puzzle addicts and such like, plays an invisible role in the new Paramount drama "Padlocked."

Director Allan Dwan applied psycho-analytic reasoning when he filmed the picture. It is the first time that the motives of characters in a photograph have ever been studied from this standpoint.

But Dwan does not claim all the credit for the innovation. "Padlocked" is a screen version of the Rex Beach serial which ran in the Cosmopolitan Magazine. The story marks a radical departure in style for the author, who makes a thorough and extended study of repression—the repression of the older generation on the liberal individualism of the younger generation.

Dwan tried faithfully to translate this psychology to the screen. In the past when such a story has been bought for picturization, directors have thrown up their hands and declared that it couldn't be done. Not so Dwan. He plunged ahead into the realms of thought hitherto unexplored by the camera. Every situation in "Padlocked," every turn of character and every twist of plot has sound psychoanalysis to back it up.

Yet, there has been no straining after effects. It is a natural, human study of repression and its dramatic

Electrician

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"Bright Light" Romance!



NO more powerful a theme than this up-to-the-minute tale of a girl of today has ever reached the screen. By far this author's finest story.

a
Paramount
Picture



Two-column Press Advertisement 2A

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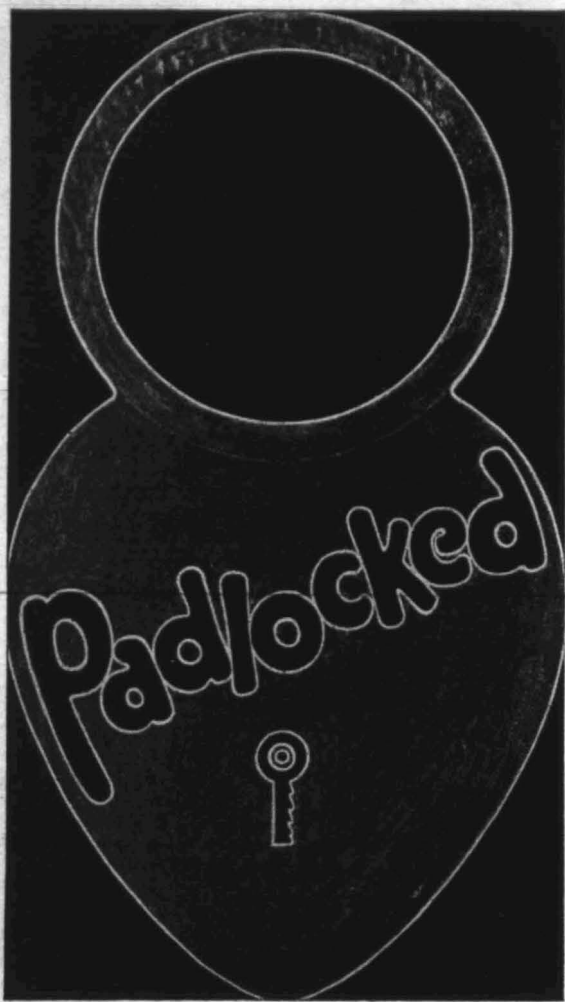
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A Paramount Press Ad Will Help Put It Over



Door - knob Hanger

Above we have the novelty doorknob hanger on this production. Size 4" x 7". Done in black and gold. Back blank for theatre imprint. Perforated and ready to slip over almost anything. A thousand of these seat-sellers cost you only \$3.

Catchy Copy

ALLAN DWAN, producer of a thousand screen successes, says, " 'Padlocked' is the most colorful and powerful story I have ever produced!"

First:—A sensational Cosmopolitan Magazine serial.

Then:—A best-selling book.

Now:—A marvelous Paramount picture—Rex Beach's "Padlocked."

A theme so powerful and so certain of overwhelming popularity that, even before its appearance as Cosmopolitan serial and novel, every big picture company bid record prices for it. Paramount won. And what a prize! And how superbly produced!

With Lois Moran, one of the most sensational motion picture "finds" in the past five years—One of the stars in "Stella Dallas."

The atmosphere is of Broadway night life, the trials and temptations of a cabaret dancer, how New York millionaires amuse themselves, fashionable society, and, contrasted with these, a gloomy reformatory for girls.

One of Paramount's Fifteenth Birthday Group!



A THEME as up-to-the-minute as today's newspaper. Dynamic, sure-fire entertainment from the Cosmopolitan Magazine serial and "best-seller" novel.

One-column Press Ad 1A

ADOLPH ZUKOR and JESSE L. LASKY PRESENT

An **ALLAN DWAN** Production with **LOIS MORAN** **LOUISE DRESSER** **NOAH BEERY**

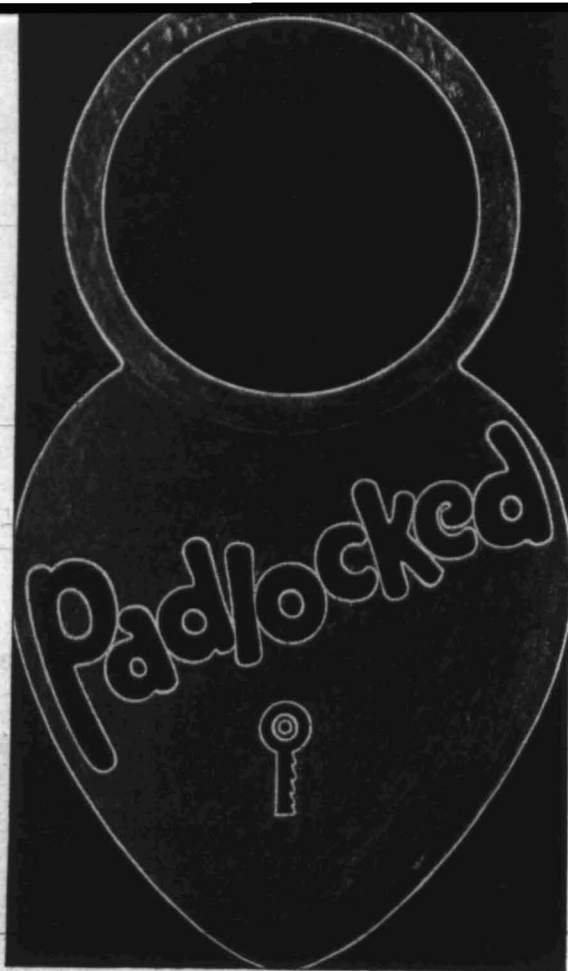
"Padlocked"

Rex Beach's

"Padlocked"

Truly a flaming document of our times—Of a warm-blooded modern miss who resents oppression and takes to Broadway's white lights to LIVE!

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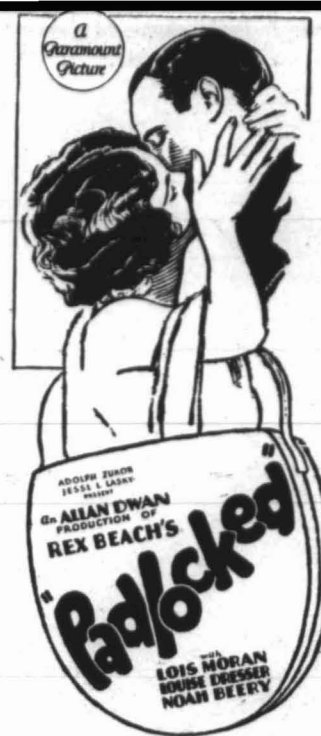
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Four-column Newspaper Advertisement 4A

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